Good Girls Should Have a Look of Goodness Which Is Why Painted Girls Are Suspected





"Reen Observer" Advises Young Men to Tell Their Girl Friends Who Daub Their Lips and Countenances to Wash Their Faces Before Going Out.

By Marguerite Mooers Marshall.

"I like you very much indeed, my dear Miss Brown. But I honestly do not care to appear in the company of a young lady who uses artificial ering on her cheeks and lips. And I should never dream of asking a girl of this sert to become my wife. As a favor to me, won't you please wash your face?"

If a courageous young man would make some such speech as this to the little mind-the-paint girl, she would formke the error of her ways forthwith. Or that, at least, is the conviction of "A Keen Ob-

"The girl who indulges in smearing her face with harmful lotions should not be too readily condemned," he says. "At the outset I think her motive is merely to please. Were she to be enlightened by some young

man she would soon discard her nonsensical notions be shown in a forcible manner that her actions offend masculine taste she would wash off her drug store complexion without a single

this treatment for the cosmetioed young woman. Really, what the has a young man to offer to a o acquaintance criticisms of olist? It's not his affair, and it any girl would tell him so. GIRL'S PARENTS THE ONE TO ADVISE HER

The girl's parents are the once who d inform her in so many words est to make up is to make hernelf ous. It is their privilege and place to offer such admonition. his is not to say the young man who innestly opposed to the use of Mesurage the practice. More valu-ble than verbal criticism addressed in may individual is the act of choos-

im afraid that I doubt the value ing for the recipient of his attentions the girl who drames neatly and simply, who relies on the natural advantages of her face and figure.

If it is true, and I think we cannot doubt it, that thoughtless girls imitate the painted adventurese because they believe she is the type preferred by mon, they will just as readily practice med-esty and aimplicity when it is clear that these virtues are popu-lar with the anneals are ier with the epposite sex. And if you say that girls should be more independent of masculine favor or disfavor, I can only answer that they are not, even in this day of feminism. WANTS YOUNG MEN TO ADMON-

ISH GIRLS.

GIRLS! LOTS OF BEAUTIFUL HAIR NO DANDRUFF-25 CENT DANDERINE

thin, faded, bring back its color and lustre.

Within ten minutes after an application trace of dendruff or falling hair your scalp will not itch, but what Danderine you easy of Danderine you cannot find a parable lustre, coftness and lustrance.

Get a 25-cent bottle of Knowiton's Danderine from any drug store or toilet



sunset. Giris, listen and take heed! Wash off your "class" and look natural again and you will ultimately be in a position to pick out from the ranks of the real men with blood in their veins a husband who will not feel inant. The girl who indulges in smearing her face with harmful lotions, while ob-noxious in the public eye, should not be too readily condemned. At the outset I think her motive is merely to please. She is invar-lably the victim of morbid ideas that have taken root in her brain and have been permitted to re-main unchecked. Were she to be enlightened by some young man she would soon discard some of her nonsensical notions. She is

so often encouraged into believing that she is pleasing them in her actions that she soon acquires a profound faith in herself. Could she but be shown in a forcible manner that her actions offend masculine taste, she would' wash off her drug store complexion without a single pang of regret. It is the sound belief that she is of her paint and powder that leads her to endeavor to please them by a foolish display. The fact is she repels the best of the young men by the very means she is using to attract.

she is using to attract.

Unfortunately, there are many of these conspicuous, lequacious little maids infesting the public conveyances. Let the men voice their protests and there will be a perceptible decline in the ranks within a short period. The majority of men, young men, whether they be the fastidiously trained aristocrats or otherwise, nearly always condemn a girl for any display of cosmetics. Being a man and in a position to hear many views, I know positively what the majority of men say and think of girls that paint. Indeed, too often they discern an ulterior motive, when there is nothing but an innocent desire to any of the same attractive.

ashamed to walk on the street with you now, and perhaps when you are a few years older despise you for your fake beauty and deceit. Wash up and you'll win out with the real men. Do as you're doing and without a shadow of doubt you will inevitably be perched on the "shelf," watching the plain-faced girls enjoying marriage and motherhood.

A KEEN OBSERVER.

PAINTED HER FACE AND GAINED 40 POUNDS.

Dear Madam: Four years age the fact that people told me how pale and bad I looked made a nervous wreck out of me and made me lose considerable weight. A friend of mine suggested that I use a little rouge, which I did, and since I have done so they all tell me how well I look. Since then I have gained about forty pounds. I have been a married woman for the last eleven years, and I guess no one has anything on me in dressmaking, cooking and millinery, as my husband tells me I can make anything but shoos. As for girls using rouge and powder to make men look at them, don't judge all alike, for that isn't fair. The girl who makes a good appearance is the one in demand always; the prim ones belong at home. Of course I do not approve of extremes in anything. I know there are others who think as does "S. J. K."

ADVICE TO GIRLS TO DRES pale and bad I looked made a

DVICE TO GIRLS TO DRESS MODESTLY. Dear Madam: Permit me to

100 Per Cent. Pure SELMA'S RUSSIAN

Face Powder

White, Natural, Brunette, Fink and the famous Russian evening shade Mauve Box 80c. and 85c.

OPPENHEIM CLLINS & C

34th Street, New York

Special Introductory Sale Thursday

Women's and Misses'

Afternoon and Street Dresses

Particularly attractive New Autumn Models of Crepe de Chine and Charmeuse, in semi-basque and pleated tunic effects, inblack, navy, green, helio and brown.

Regular 25.00 value

16.50

Young Men's and Boys' Clothing-Third Floor Entirely Separate Department-New Building

OPPENHEIM CHINS & @

34th Street, New York

Young Men's Fall Suits

Especially designed clothing for Young Men with distinctive style features, producing garments with individuality, modelled on new English lines of latest fashionable materials.

English hand tailored three and four button Suits, variety of new effects of Cassimeres, Cheviots, Tweeds and Serges in stripes, plaids and mixtures.

> 16.50 18.50 25.00

> > Specials for Thursday

Young Men's Suits

32 to 42, suitable for medium size men. New English model three and four button, soft roll front, natural shoulder suits of Cassimere, Tweeds, Navy Serge and Cheviots, latest colorings.

Actual \$2.50 value 15.00

New soft roll front hand taiored English model sack suits of superior quality Cassimere, Navy Serge and Cheviots, in stripes, plaids and mixtures.

Actual \$7.50 value 20.00

express concisely my opinion of the girls who paint and dress im-modestly. Modesty, to me, is the modestiy. Modesty, to me, is the modestiy. Modesty, to me, is the most valuable ornament of a girl, and the want of it is her greatest deformity. The girls who make up and dress in a conspicuous manner know that they are doing it only to attract the attention of men. The majority of men (this I know to be true) only laugh at those poor girls. It is true, they may go out with them for a good time. But when it comes to choosing a wife they want the girl who is modest in her attire and manner, and who knows something about house-keeping and the making of a good home. They will have respect for this kind of girl, respect that will last, and that is what the modest girl wants, the respect of the opposite sex. Be sensible and natural, girls; dress modestly, and try to achieve the highest destay in life which God has intended for you—that of pure, reserved and noble women.

MISS B. V. T.

That Weak Back

Favorite Prescription

A. T. Stewart & Co.

The John Muanaler Store

Store Opens at 8:30. Closes at 5:30

Making Good Our Word—the French Steamer "Flandre' Brings the Remaining

Ninety-Nine New Paris Gowns and Wraps

That Were Unfinished When We Brought Through the War Lines the First Paris Fashions to Reach America

Exhibition in the Wanamaker Auditorium Thursday, Friday, Saturday of This Week, at 11 and 2:30

The entire purchase, as announced, was 200 garments.

On August 27 we placed on exhibition 71.

Now we have 99 more—a total of 170. Thirty are yet to come, if the ateliers can finish and ship them.

When we brought through the French pickets by automobile and hurried them over on La France some weeks ago, the first Paris fashions to reach America since the war, the report of a woman's daring and achievement started fashion reverberations that reached 'round

Newspapers and magazines from New York to San Francisco took up the story. Correspondents forwarded the news to their periodicals abroad.

Merchants from many cities, including New York, sent their representatives to procure some of the gowns.

Manufacturers begged permission to copy the models.

Fashion artists sought their inspiration.

Now We Have These 99 Brand-New Original Paris Models

These models differ from any that have been exhibited. They are fresh from the ateliers. They left Paris this month, September. They are, therefore, like their predecessors, the very latest fashions out of Paris.

Instead of selling these models privately to dressmakers, manufacturers and storekeepers from this and other cities, as we easily could, we shall widen the circle as far as possible and show them openly in the Auditorium, so that everyone may see what Paris is

If anyone desires to copy these models and can show good reason for so doing it may be arranged in our Fashion Salons in consultation with our Fashion Chief.

The store is larger even than its own clientele. We put no patents on our secrets. It is sufficient for us to have enterprise and leadership.

The Wanamaker Auditorium Has Become the Center of Fashion in America.



liveries to Your Door by Motor Truck.

Pictorial Map Paris and Its

Fortifications

Large Color Drawing of Great Interest During the Progress of the European War

SPECIAL FEATURE MAGAZINE SECTION

Next Sunday's World

at McCutcheon's

Housekeeping Linen Month

THIS is the month when many of our patrons fill their needs for the coming Fall and Winter.

In spite of the unsettled conditions abroad, we are able to offer them the fullest and most abundant supply of flaxen products that we have ever shown, in all desirable sizes and styles. The Linens mentioned represent regular McCutcheon values.

They are not reduced. We believe, however, that the prices, in many cases, are lower than similar goods can be purchased for elsewhere.

Napkins

Breakfast Size \$2.00, 2.25, 2.50, 3.00, 3.50 dos. Dinner Size \$3.25, 3.50, 3.75, 4.25, 4.75 dos. Table Cloths

\$2.75, \$.25, \$.50, \$.75, 4.50 \$5.00, \$.50, \$.75, 4.25, 5.00 \$4.50, 4.75, 6.00, 7.00, 8.25 \$5.75, 6.25, 7.00, 8.00, 9.50 2 x8 yards 2 x214 yards 214x214 yards 214x214 yards

Towels

Hemstitched Huckaback \$3,00, 3.50, 4.50,

Blankets

Single Bed \$4.50, 5.50, 7.50, 9.00, 10.00 pair. Double Bed \$5.00, 6.00, 7.50, 9.00, 10.50 pair

Spreads and Quilts A very large collection of domestic and foreign goods ranging in price from \$1.50 to \$13.50

Comfortables

Cotton Filled \$2.00, 8.00, 4.50 each Wool Filled \$3.59, 4.50, 5.00, 6.00, 7.50 each DownFilled \$5.00, 6.50, 7.50, 10.50, 16.50 each

Fancy Table Linens

6.00, 7.50 doz.

Hem'd Huck'ck \$2.75, 5.50, 4.00, 6.00 doz.

Turkish Bath \$.25, .80, .40, .50, .75 each sizes, styles and qualities.

James McCutcheon & Co. (Headquarters for Linens)

5th Ave., 34th and 33d Sts.

and a second commence of the c